

Comprehensive Cancer Control Updates

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Topics for Discussion

- ◆ Overview of DCPC Activities
- ◆ Review CDC Funding Maps
- ◆ Technical Assistance to Programs
- ◆ Performance Measures/Evaluation
- ◆ Success Stories
- ◆ Marketing

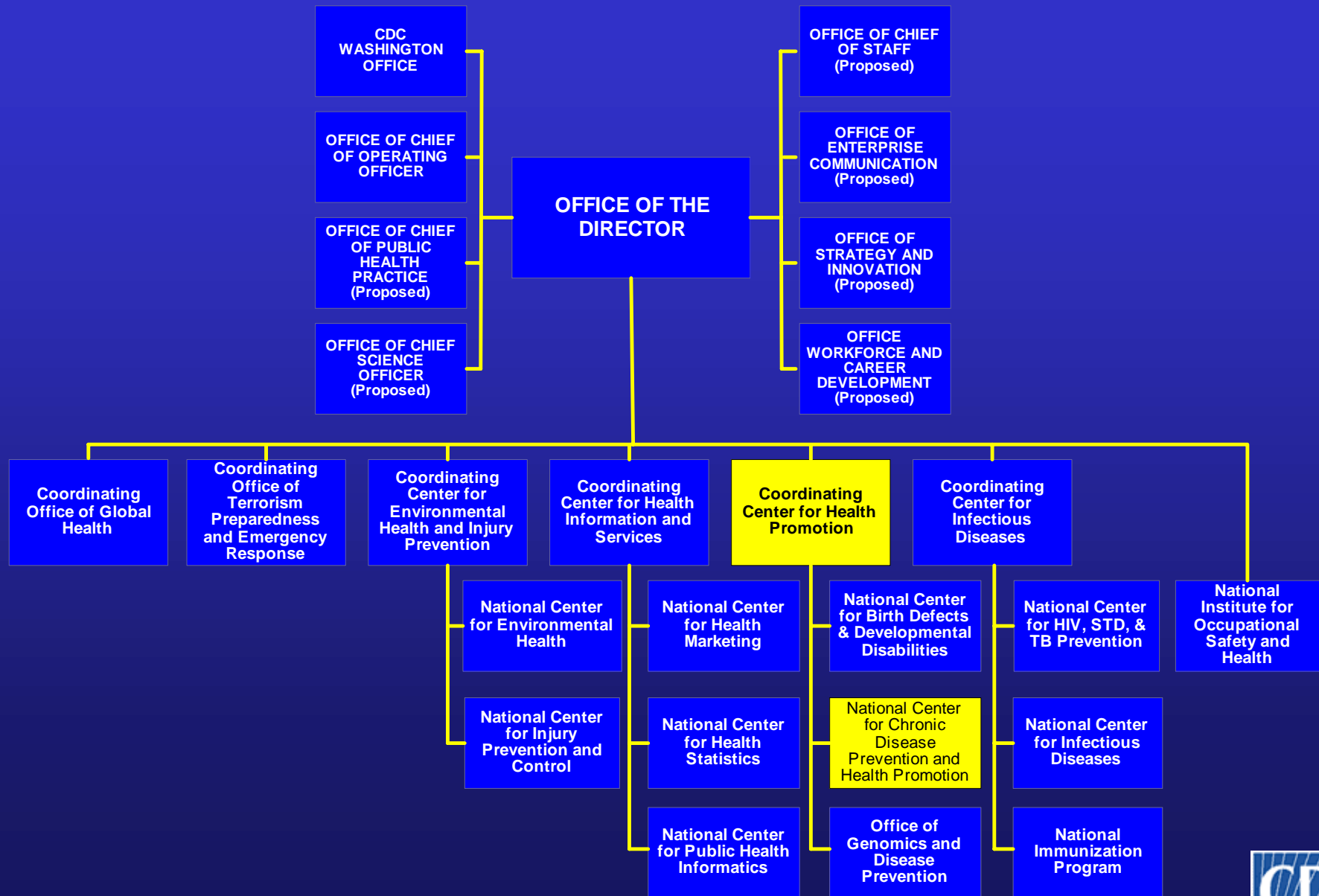
CDC Mission

To promote health and quality of life by preventing and controlling disease, injury, and disability.

CDC seeks to accomplish its mission by working with partners throughout the nation and world to monitor health, detect and investigate health problems, conduct research to enhance prevention, develop and advocate sound public health policies, implement prevention strategies, promote healthy behaviors, foster safe and healthful environments, and provide leadership and training.



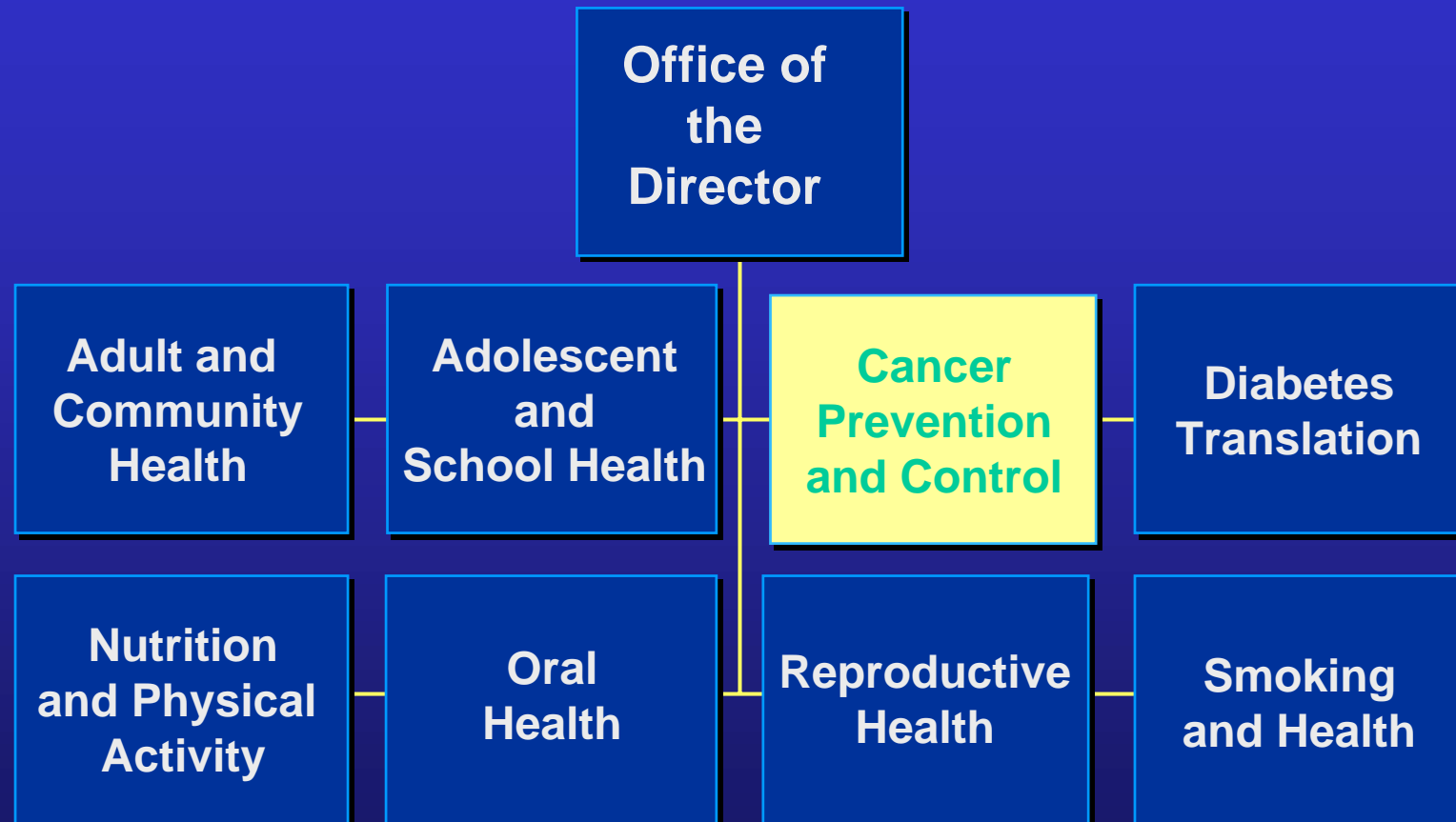
DEPARTMENT OF HEALTH AND HUMAN SERVICES CENTERS FOR DISEASE CONTROL AND PREVENTION



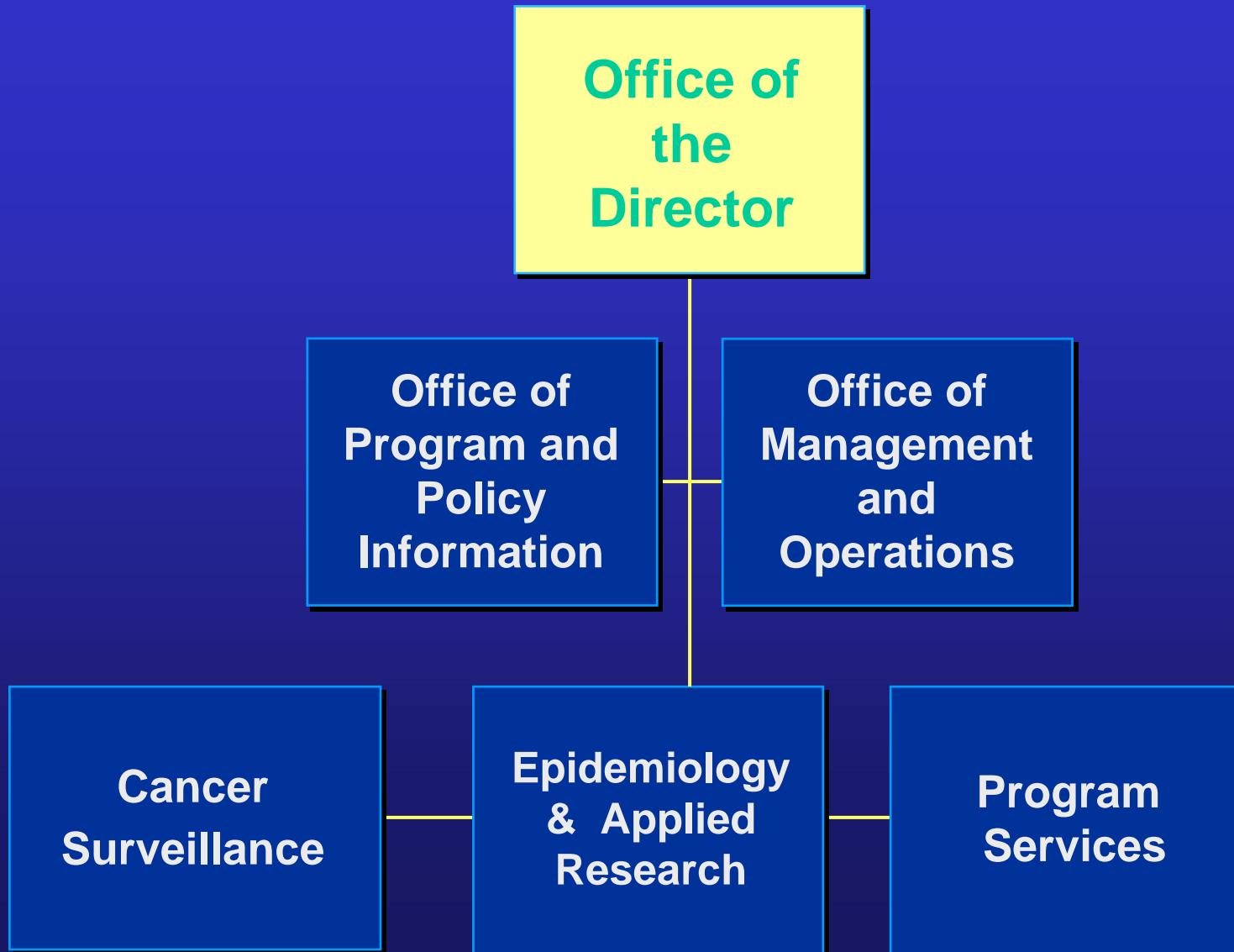
January 5, 2005



National Center for Chronic Disease Prevention and Health Promotion



Division of Cancer Prevention and Control



Division of Cancer Prevention and Control



FY 2005 Congressional Appropriations

\$ millions

Breast/Cervical	204.5
Registries	48.6
Comprehensive Control	15.9
Colorectal	14.6
Prostate	14.1
Hematologic	4.6
Ovarian	4.6
Skin	2.1
Survivorship Res. Cnt.	.9
<i>Total</i>	309.9

DCPC Programs

- ◆ **B&C:** partnerships/outreach; public & professional education; screening/management; quality assurance
- ◆ **Registries:** monitoring national and state cancer burden; assisting state registries; quality assurance; use in planning and evaluation
- ◆ **Comprehensive:** coordinated, broad public health perspective (more later...)
- ◆ **Prostate:** promoting informed decision making for screening; evaluation of registry data; supporting states

DCPC Programs

- ◆ **CRC:** promoting screening; partnerships; public & professional education; state programs
- ◆ **Skin:** school programs; partnerships; public education
- ◆ **Ovarian:** state programs in awareness of clinical trials opportunities, risk factors, symptoms
- ◆ **Hematologic:** partnerships; public and professional education; registry coding
- ◆ **Survivorship:** partnerships; public education; state programs

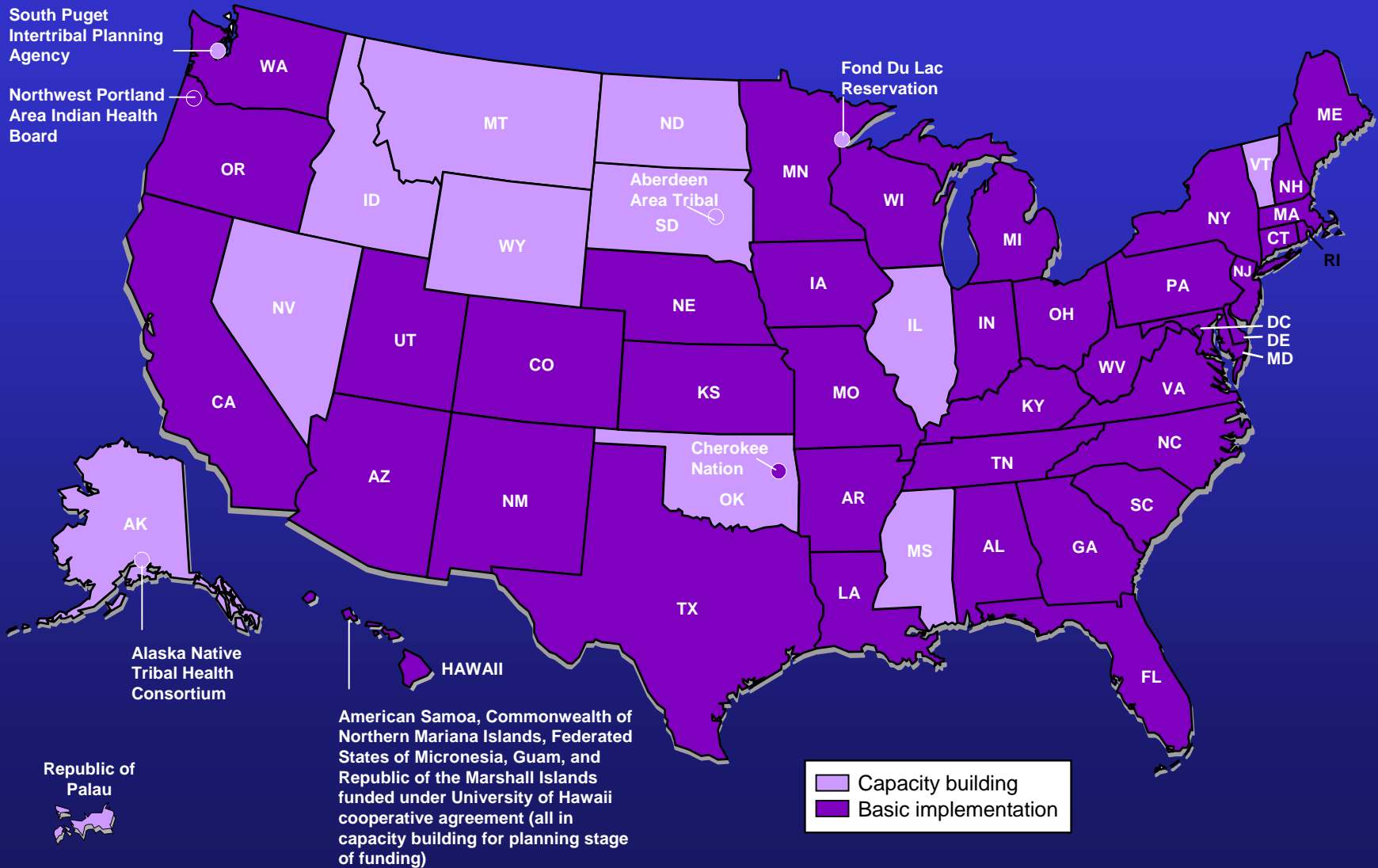
DCPC Research (Program Directed)

- ◆ **B&C:** public and provider practices; how to increase screening; reaching never and rarely screened
- ◆ **Registries:** how to improve completeness, timeliness, quality of data; cancer treatments
- ◆ **Comprehensive:** evaluation effectiveness
- ◆ **Prostate:** how to promote informed decision making for screening; patient and survivor quality of life

DCPC Research (Program Directed)

- ◆ **CRC:** how to increase screening; provider capacity; barriers to screening
- ◆ **Skin:** limited, effectiveness of interventions
- ◆ **Ovarian:** factors that influence stage of disease at diagnosis; symptoms and care seeking for symptoms; treatment quality
- ◆ **Hematologic:** registry data quality, completeness
- ◆ **Survivorship:** assessment of organizational activities; collaboration with NCI

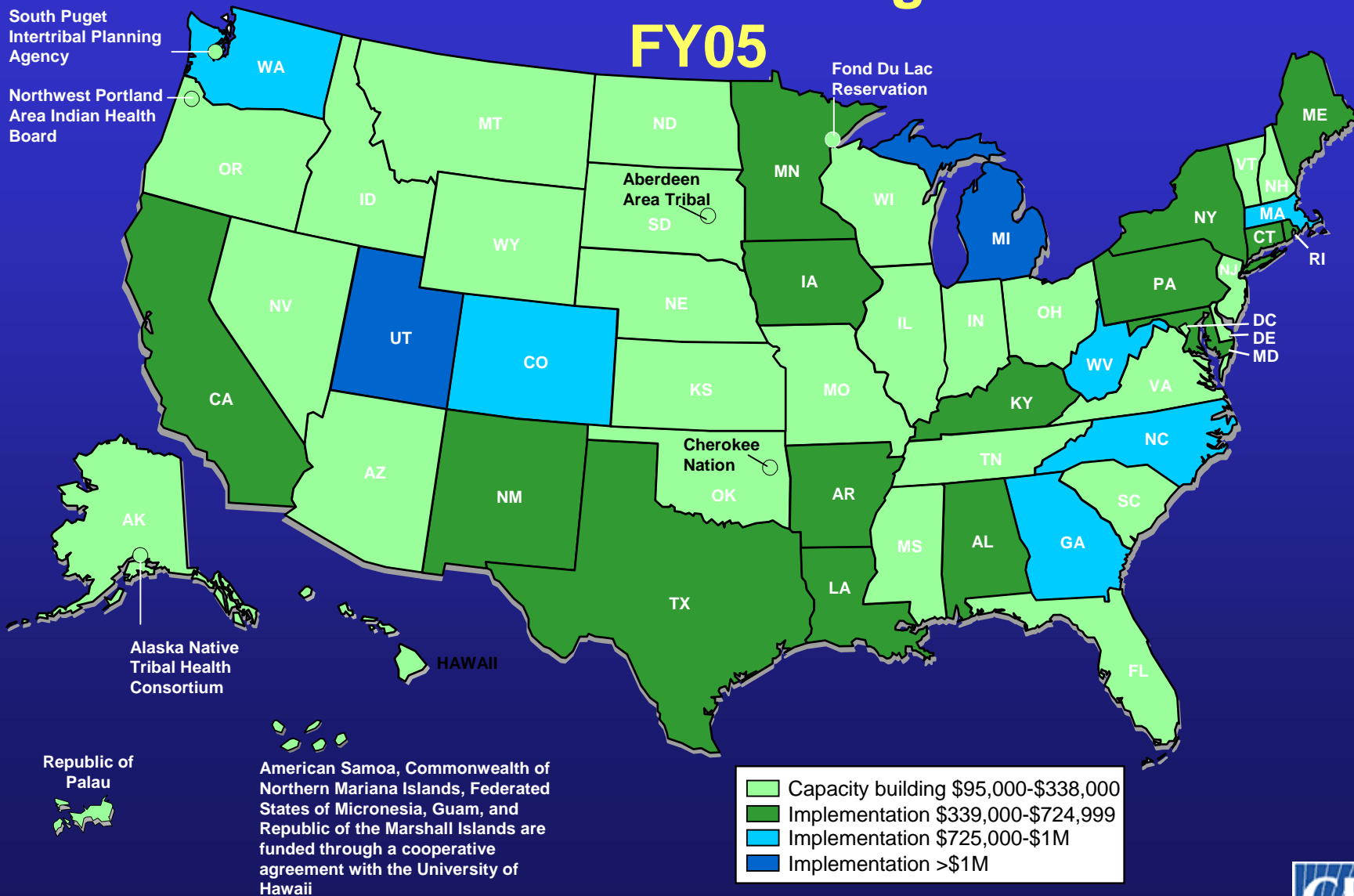
National Comprehensive Cancer Control Programs



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Status of CDC Comprehensive Cancer Control Funding

FY05



Discussion

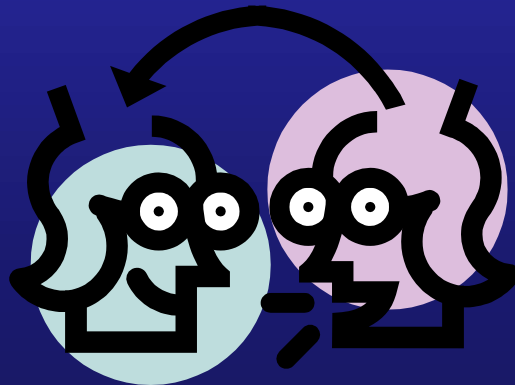
- ◆ **Technical Assistance to Programs**
- ◆ **Performance Measures/Evaluation**
- ◆ **Success Stories**

A Marketing Strategy to Promote Comprehensive Cancer Control in the United States

**Division of Cancer Prevention
and Control**

Marketing Initiative -- Why?

To Unify and solidify support by giving everyone the same “language”
to promote CCC



Keeping it Simple

We are marketing CCC to make it more visible, understandable, and meaningful to key audiences.

Key Audiences

- ◆ Public health and medical leaders
- ◆ Advocates
- ◆ Cancer prevention and control leaders

Goals of the CCC Marketing Initiative

- ◆ Increase awareness and understanding of its benefits
- ◆ Achieve consistency of messages nationwide
- ◆ Increase growth of, support for, and involvement nationwide
- ◆ Empower all to promote and engage in CCC with tools and information

Process and Input

- **Cancer Leadership Interviews**
- **Phase I: Marketing Strategy Workshop**
- **Phase II: Marketing Plan and Materials**
- **Phase III: Review and Hone the Plan Workshop**
- **Phase IV: Launch and Implementation**

Participating Organizations

Intercultural Cancer Council

American Cancer Society

C-Change

Council of State Governments

Strategic Health Concepts

Paula Kim Consulting

Association of State and

Territorial Health Officials

California Department of Health

New Jersey Department of Health

Chronic Disease Directors

Rhode Island Cancer Council

West Virginia University

BatesNeimand

National Governors Association

Michigan Department of Health

South Carolina Department of Health

New York Department of Health

Lance Armstrong Foundation

South Carolina Cancer Coalition

Cancer Control Outreach Center

Northwest Portland Area Indian Health Board

Baylor College of Medicine

American College of Surgeons

University of Hawaii

CDC, NCI and CMS

AED



What We Learned

What does CCC achieve for key audiences?

- ◆ Wins **visibility** and recognition for participating
- ◆ Allows access and leveraging of **resources**
- ◆ Puts partners **inside something big**, important, and powerful
- ◆ **Manages rivalries**, system inefficiencies and competition better
- ◆ Offers access to the **latest ideas and concepts** around cancer prevention and control

Marketing Strategies

- ◆ Communicate Value by creating a communication program using collateral materials, media and other methods
- ◆ Create Identity by developing identifying visuals, tag line and recognition programs to label CCC participants and supporters
- ◆ Enhance Networking by creating stronger member-to-member ties, intranet site and magazine focusing on CCC practices
- ◆ Improve Ease of Participation by making systems changes to reduce or eliminate barriers to engaging in CCC

Implementation: Input from Partners

- ◆ **Convene CCC Marketing Implementation Workgroup from CCC national partners to:**
 - **Refine the marketing plan**
 - **Campaign and promote the marketing effort**
 - **Recruit additional participants**
 - **Contribute resources**

Implementation: Launch

- ◆ Introduce the CCC partners' Call to Action
- ◆ Provide marketing tools to support partners
- ◆ Collaborate to advance and promote CCC activities

Implementation: Ongoing Activities

- ◆ Promotional video/DVD
- ◆ Tool kit for the CCC programs
- ◆ Further develop ACS' *cancerplan.org* with CCC marketing
- ◆ Program Director training satellite broadcast
- ◆ Program Director training CD ROM
- ◆ CCC marketing Web page on DCPC Web site

Evaluation

- ◆ Evaluate progress and update tactics
- ◆ Establish benchmarks for success
- ◆ Continually measure progress against benchmarks
- ◆ Create updates and new strategies for implementation